



Euromonitor
International

Health and Wellness in Indonesia

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EXECUTIVE SUMMARY

Health-conscious buying behaviour gains momentum

INDUSTRY PERFORMANCE

Consumers are mindful of product quality, safety and nutritional value
Urban consumers are key target audience

WHAT'S NEXT

Bright outlook for health and wellness

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HW Hot Drinks in Indonesia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mindful consumption is enabled by health claims

INDUSTRY PERFORMANCE

Consumers are keen to reduce sugar consumption
Mindful consumption drives demand for natural products
Other hot drinks offer a good source of vitamins

WHAT'S NEXT

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Players to focus on functional hot beverage innovation

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HW Soft Drinks in Indonesia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health claims resonate well with consumers

INDUSTRY PERFORMANCE

Players ramp up their focus on vitamins
Good source of minerals is leading claim in soft drinks
Natural claims remain strong in bottled water

WHAT'S NEXT

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INDUSTRY PERFORMANCE

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Strong focus on sweet biscuits with added vitamins

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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HW Staple Foods in Indonesia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for healthier staple foods

INDUSTRY PERFORMANCE

- Organic trend gains momentum in staple foods
- Consumers lean into good source of minerals claims
- Growing focus on natural claims reflects product quality and safety concerns

WHAT'S NEXT

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